

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm) PHILADELPHIA

Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office ()

Product BARACK OBAMA 60S WASHINGTON, DC 20007 Salesperson () ANJIE BRADY

Estimate# 2141 Agency C/P1/P2/E 95/101/2141 Salesperson Phone# 215-567-6005

Buyer DAN NAGELBERG Flight Dates 10/27/2012 - 10/31/2012 Salesperson FAX# 215-567-5938

Phone# Hiatus Weeks

Fax#

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 40,000
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	M-W	9A-10A	Buyline Comment: TODAY SHOW2	:30	\$300.00	10/29-10/31	3	1	3	\$900.00	
	2	M-W	10A-11A	Buyline Comment: TODAY SHOW3	:30	\$250.00	10/29-10/31	3	1	3	\$750.00	
	3	M-W	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$75.00	10/29-10/31	1	1	1	\$75.00	
	4	M-W	12P-1P	Buyline Comment: NOON NEWS	:30	\$125.00	10/29-10/31	3	1	3	\$375.00	
	5	M-W	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	\$300.00	10/29-10/31	3	1	3	\$900.00	
	6	M-W	2P-3P	Buyline Comment: THE DOCTORS	:30	\$75.00	10/29-10/31	3	1	3	\$225.00	
	7	M-W	3P-4P	Buyline Comment: MAURY POVICH	:30	\$125.00	10/29-10/31	3	1	3	\$375.00	
	8	M-W	4P-5P	Buyline Comment: ANDERSON COOPER	:30	\$125.00	10/29-10/31	3	1	3	\$375.00	

Rep Order# 6868239 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/26/2012 9:45 AM 2 of 5
Last Received: 10/25/2012 6:11 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA 60S
Estimate# 2141
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2141
Flight Dates 10/27/2012 - 10/31/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	M-W	5A-6A	EARLY AM NEWS	:30	\$300.00	10/29-10/31	2	1	2	\$600.00	
				Buyline Comment: EARLY AM NEWS								
	10	M-W	6A-7A	AM NEWS	:30	\$700.00	10/29-10/31	2	1	2	\$1,400.00	
				Buyline Comment: AM NEWS								
	11	M-W	7A-9A	TODAY SHOW	:30	\$700.00	10/29-10/31	3	1	3	\$2,100.00	
				Buyline Comment: TODAY SHOW								
	12	SA	6A-7A	EARLY AM NEWS	:30	\$200.00	10/27-10/27	1	1	1	\$200.00	
				Buyline Comment: EARLY AM NEWS								
	13	SA	7A-8A	AM NEWS	:30	\$400.00	10/27-10/27	1	1	1	\$400.00	
				Buyline Comment: AM NEWS								
	14	SA	8A-10A	SAT TODAY SHOW	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
				Buyline Comment: SAT TODAY SHOW								
	15	SU	7A-8A	SUN AM NEWS	:30	\$400.00	10/28-10/28	1	1	1	\$400.00	
				Buyline Comment: SUN AM NEWS								
	16	M-W	5P-530P	5P NEWS	:30	\$700.00	10/29-10/31	3	1	3	\$2,100.00	
				Buyline Comment: 5P NEWS								
	17	M-W	530P-6P	530P NEWS	:30	\$700.00	10/29-10/31	3	1	3	\$2,100.00	
				Buyline Comment: 530P NEWS								
	18	M-W	6P-630P	6P NEWS	:30	\$800.00	10/29-10/31	3	1	3	\$2,400.00	
				Buyline Comment: 6P NEWS								
	19	SA	6P-630P	6P NEWS	:30	\$300.00	10/27-10/27	1	1	1	\$300.00	
				Buyline Comment: 6P NEWS								

EC'd Yes Last Received: 10/25/2012 6:11 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm
Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office () PHILADELPHIA
Product BARACK OBAMA 60S WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 2141 Agency C/P1/P2/E 95/101/2141 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Flight Dates 10/27/2012 - 10/31/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	TU	9P-10P		:30	\$800.00	10/30-10/30	1	1	1	\$800.00	
	Buyline Comment: GO ON /THE NEW NORMAL											
	32	TU	10P-11P		:30	\$1,100.00	10/30-10/30	1	1	1	\$1,100.00	
	Buyline Comment: PARENTHOOD											
	33	W	9P-10P		:30	\$1,800.00	10/31-10/31	1	1	1	\$1,800.00	
	Buyline Comment: LAW AND ORDER SVU											
	34	W	10P-11P		:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	Buyline Comment: CHICAGO FIRE											
	35	SA	8P-11P		:30	\$300.00	10/27-10/27	6	1	6	\$1,800.00	
	Buyline Comment: DRAMA ENCORES											
	36	SU	815P-1130P		:30	\$3,500.00	10/28-10/28	1	1	1	\$3,500.00	
	Buyline Comment: SUNDAY NIGHT FOOTBALL											

---REPORT TOTALS---
Report Totals: 73 / \$40,000.00

---SALES MONTHLY TOTALS---

Oct 12: 16 / \$9,425.00 Nov 12: 57 / \$30,575.00
Sales Totals: 73 / \$40,000.00
Station Totals: 73 / \$40,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$210,526	CATV 0%	WAVY 19%	WGNT 14%	WPXV 0%	WTKR 16%
		WTVZ 11%	WVBT 26%	WVEC 14%		

---COMPETITIVE COMMENTS---

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA 60S
Estimate# 2141
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2141
Flight Dates 10/27/2012 - 10/31/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK --
CASH IN ADVANCE